

Sphero Partners with Nyan Cat and Releases SpaceParty App

BOULDER, Colo., Dec 13, 2012 – Orbotix, the makers of Sphero, the first robotic ball gaming system controlled by smartphones and tablets, today announced a partnership and the release of a new app with popular Internet meme Nyan Cat. Created in April of 2011, the original Nyan Cat YouTube video gained over one million views within the first two weeks. It has since been viewed over 89 million times, won the 2012 ‘Meme Of The Year’ Webby Award, and has become one of the most loved sensations to ever hit the web.

“Sphero and Nyan Cat share the same ambition to interact with people in cool new ways,” said Nyan Cat creator Chris Torres. “Nyan Cat is super excited to partner up with Sphero and we know that together we will deliver Nyantastic cutting-edge experiences that people will love!”

The partnership comes with the announcement of *Sphero Nyan Cat SpaceParty*, an app in which players fly Nyan Cat through various galaxies, while collecting lollipops and shooting bacon to destroy enemies. “We share the same sense of humor and desire for fun as Nyan Cat,” said Orbotix co-founder and chief software architect Adam Wilson, “so teaming up with them was a no-brainer. It’s something we’ve talked about for a long time.” Now available for both iOS and Android devices, *SpaceParty* can be played as a stand-alone app or using Sphero as the controller.

In addition to the release of the app, Sphero and Nyan Cat are offering limited edition decal packs and SpaceParty t-shirts in their online stores at GoSphero.com and Nyan.Cat. Sphero will also be joining Nyan Cat for their upcoming #NYANCATCITY event at The Hole, a contemporary art gallery in New York City, December 13-16. Among other Nyan Cat attractions, visitors will be able to play SpaceParty on a large projected screen, purchase Sphero and Nyan cat limited edition products, and enter to win one of four limited edition Nyan Cat Spheros.

Download the *Sphero Nyan Cat SpaceParty* app today on [iTunes](#) or [Google Play](#) and look for more *Sphero and Nyan-related apps and accessories in the future*. You can also check out the Sphero Nyan Cat SpaceParty promo video and get more details on the partnership by visiting [Sphero’s blog](#).

With [20+ apps now available](#), Sphero makes a great gift for this holiday season. It can be found at Target, Brookstone, Barnes & Noble, and Apple Stores. Sphero is also available at GoSphero.com and other online outlets.

When technologies combine in new, exciting ways, amazing things can happen. At Orbotix our goal is to continue to blend the real and virtual worlds to expand the boundaries of what we expect from technology. With our smart robots and innovative software we’re exploring and defining mixed-reality gaming – the next evolution of entertainment. Founded by passionate robotic engineers, and based in Boulder Colorado, the Orbotix team takes fun very seriously.